

Report from Publicity Chairman on the 77th Anniversary American Numismatic Association Convention held in San Diego 20-24 August 1968.

The duty of the publicity chairman is to coordinate all the publicity releases with the General Chairman. Chairman of the various activities are responsible for funneling material to the publicity chairman who will provide for the release to trade papers and general press as indicated.

Comments:

1. Most publications, especially trade journals, accepted xerox copies of releases. No need for all original copies.
2. Start releases to the Numismatist in January. Mail by 22nd of November for January release, etc. That is, mail six weeks prior to release of magazine. Make schedule of material to be released with approval of the General Chairman and have the chairman for that area make up copy.
3. Trade papers release as they see fit or can find space. Some need only two weeks lead while others take longer. Ascertain lead times needed for various publications particularly for state and regional trade magazines.
4. Local news media can be contacted via City Editor. Make lists from yellow pages of the telephone directory.
5. Radio and TV lists can be obtained from yellow pages. They wanted tear sheets mailed one month prior to convention and followed up two weeks in advance of show. All duplicated copy should be accompanied by a personal letter (very brief) to the media. Sample tear sheet enclosed.
6. Make copies of all releases for General Chairman and send when releasing to any other source.
7. Send flyers and one page of information to area clubs. We mailed to all ANA clubs west of the Rockies. County clubs are covered by our Inter Club Council bulletin.
8. Photographs for the Numismatist and Coin World, etc can be Polaroid photos of chairmen taken at meetings. Get city pictures from the Chamber of Commerce.
9. Some data on exhibits was quite extensive but most descriptions received in advance ~~were~~ not adequate for use.
10. Be certain that chairmen funnel publicity through the publicity chairman so that a check list can be kept of what was mailed to whom and when it appeared.
11. Take copy of official program to the City desks of the main papers for them to work from. This gives them an opportunity to ask additional questions and initiates the most important personal relationships with the reporters and photographers who will cover the convention.
12. Arrange a convenient meeting place at the convention to greet reporters and photographers. The publicity chairman must know where items of interest to the press are located so that no time will be lost in escorting them. (The press particularly appreciates this.)
13. Coordinate interviews and appearances as necessary.

Catharine Edgerton
Catharine Edgerton, Publicity Chm.